



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25142549		<b>Changes as of:</b> 8/16/2016 at 5:51 PM		<b>Version:</b> Highlighting Revision 2	
<b>CPE:</b> 1853/5667/36741		<b>Flight:</b> 8/8/16 - 10/2/16		<b>Station:</b> KAEF	
<b>Agency:</b> US INTERNATIONAL MED		<b>Advertiser:</b> CA FOR UNITED MEDICA		<b>Market:</b> Eureka	
US INTERNATIONAL MEDIA 1201 ALTA LOMA RD ATTN: INVOICES LOS ANGELES CA 90069		<b>Product:</b> Prop		<b>Office:</b> LOS ANGELES	
				<b>Total \$:</b> \$38,823.00	
				<b>Total Spots:</b> 834	
				<b>Total CPP:</b> \$33.92	
<b>Agency Order #:</b> 4946017		<b>Primary Demo:</b> Adults 35+		<b>Total GRP:</b> 1144.6	
<b>Buyer:</b> Kelly, Liz		<b>Con Type:</b> POLITICAL/VOTE		<b>Traffic #:</b> 228110	
<b>Salesperson:</b> TERRY DREHER 323-966-5066		<b>Assistant:</b> Devaughn Ishmael 323-966-5069		<b>Separation:</b>	

Comments: Separation: 8

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/8 - 9/26								Total Spots	Total \$	CPP	GRP
							8/8	8/15	8/22	8/29	9/5	9/12	9/19	9/26				
6	M-F 2p-3p		DR. PHIL	\$35.00	1.0	30	0	0	0	0	0	0	0	0	0	\$0.00	\$35.00	0.0
wk of 8/22 spots went from 8 to 0 wk of 8/29 spots went from 8 to 0 wk of 9/5 spots went from 8 to 0																		
19	Sa 7p-7:30p		WHEEL	\$50.00	1.8	30	0	0	1	0	0	0	0	0	1	\$50.00	\$27.78	1.8
wk of 8/29 spot went from 1 to 0 wk of 9/5 spot went from 1 to 0																		
20	Sa 7:30p-8p		JEOPARDY	\$50.00	2.8	30	0	0	1	0	0	0	0	0	1	\$50.00	\$17.86	2.8
wk of 8/29 spot went from 1 to 0 wk of 9/5 spot went from 1 to 0																		
23	Su 5:30p-6p		ABC NWS-SUN	\$75.00	0.6	30	0	0	2	0	2	0	2	2	8	\$600.00	\$125.00	4.8
wk of 8/29 spots went from 2 to 0 wk of 9/12 spots went from 2 to 0																		
29	M-F 2p-3p		DR. PHIL	\$18.00	1.0	15	0	0	0	0	0	0	0	0	0	\$0.00	\$18.00	0.0
wk of 9/12 spots went from 8 to 0 wk of 9/19 spots went from 8 to 0 wk of 9/26 spots went from 8 to 0																		
38	Su 5:30p-6p		ABC NWS-SUN	\$38.00	0.6	15	0	0	0	0	0	0	2	2	4	\$152.00	\$63.33	2.4
wk of 9/12 spots went from 2 to 0																		
39	M-F 4p-5p		DR. PHIL	\$35.00	1.0	30	0	0	8	8	8	8	8	8	48	\$1,680.00	\$35.00	48.0
MG FOR NA ON LN 6 8 spots offered wk of 8/22 8 spots offered wk of 8/29 8 spots offered wk of 9/1 Changes: A35P Rating from 1 to 1																		
40	M-F 4p-5p		DR. PHIL	\$18.00	1.0	15	0	0	0	0	0	8	8	8	24	\$432.00	\$18.00	24.0
BOOKENDS MG OFF NA ON LN 29 8 spots offered wk of 9/12 8 spots offered wk of 9/19 8 spots off Changes: A35P Rating from 1 to 1																		
REV- 41	Su 5:30p-6p		ABC NEWS SUN	\$76.00	0.6	30	0	0	2	1	0	0	0	0	1	\$76.00	\$126.67	0.6
2 spots offered wk of 8/22 Changes: Rate from 38 to 76, A35P Rating from 0.6 to 0.6, Len from 15 to 30																		



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							8/8	8/15	8/22	8/29	9/5	9/12	9/19	9/26				
42	Su 5p-8p		Emmy Awards	\$150.00	2.6	30	0	0	0	0	0	2	0	0	2	\$300.00	\$57.69	5.2
2 spots offered wk of 9/12 Changes: A35P Rating from 2.6 to 2.6																		
43	Sa 10p-10:30p		WHEEL (AFTER FTBL)	\$50.00	1.8	30	0	0	0	1	1	0	0	0	2	\$100.00	\$27.78	3.6
1 spot offered wk of 8/29 1 spot offered wk of 9/5																		
44	Sa 10:30p-11p		JEOP (AFER FTBL)	\$50.00	2.8	30	0	0	0	1	1	0	0	0	2	\$100.00	\$17.86	5.6
1 spot offered wk of 8/29 1 spot offered wk of 9/5																		
<b>TOTALS:</b>							0	0	115	112	114	159	167	167	834	\$38,823.00	\$33.92	1,144.6